

NEW HAMPSHIRE STATE LIQUOR COMMISSION
JULY 21, 2004, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Test Market Products:
 - a. Test Market Request (Cruzan Raspberry Rum)
 - b. Test Market Request (Don Julio 1942 Tequila)
 - c. Test Market Request (Don Julio Reposado Tequila)
 - 2) Size Extensions:
 - a. Line Extension Request (Smirnoff Green Apple Vodka)
 - b. Size Extension Request (St. Remy VSOP Brandy)
 - 3) Product Demo (Kuya Fusion Spiced Rum)
 - 4) September Special Offers:
 - a. 1 item – Horizon Beverage Company
 - b. 114 items – United Beverages, Inc.
 - c. 3 items (unmatched) – United Beverages, Inc.
- B. WINES:
 - 1) Keene Wine Event
 - 2) New Wine Product Listings (general distribution – Codes #35767, #35768 & #28641)
 - 3) Special Offers for September 2004:
 - a. 16 items – Pine State Trading Co./E & J Gallo Winery
 - b. 162 items – United Beverages, Inc.
 - 4) Napa Valley Vineyards
 - 5) Close Out (2 items – Horizon Beverage Company)
 - 6) Wine Tasting Rules
 - 7) Recommended Wine Specialty Products (31 items)
 - 8) Recommended Allocated Wines for Distribution to Selected Stores (17 items)

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- 9) "R" Wines for Allocation to Licensees Selected by the Broker
(2 items)
- 10) Primary Source Submissions (6 items – exclusive agent; 26 items –
imported)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford